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Advertising Age

Crain's International Newspaper of Marketing. In Two Sections. Section 1.

Diller's dream to debut on April 5

By CRAIG REISS and WAYNE WALLEY

Barry Diller has been obsessed with the idea of running a fourth TV network for more than a decade. On April 5, the waiting ends for Mr. Diller, and an odyssey begins that could change the nature of the TV business.

Mr. Diller, 44, is chairman-ceo of Fox Inc., the U.S. entertainment subsidiary of Rupert Murdoch's News Corp. And in three weeks Mr. Diller's Fox Broadcasting unit begins the gradual rollout of a two-nights-a-week schedule of original prime-time programming.

The shows it will serve to its own and its affiliated independent TV stations will be produced by the same top creative talent that supplies the Big 3 networks, and Fox will be paying network-level prices for them.

More than 100 stations have signed with Fox. And a long list of blue-chip advertisers have lined up for time on the Fox "network": American Motors Corp.; Anheuser-Busch Cos.; Bristol-Myers Co.; Clorox Co.; Colgate-Palmolive Co.; E. & J. Gallo Winery; General Foods Corp.; General Mills; Helene Curtis Industries; Johnson & Johnson; Kentucky Fried Chicken; Kraft Inc.; Levi Strauss & Co.; International Playtex; Sears, Roebuck & Co.; Stroh

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Credit-card war looms

MasterCard, Visa face Optima threat

By PATRICIA WINTERS

MasterCard and Visa plan to defend themselves vigorously against American Express Co.'s new Optima card, despite AmEx's claim that it won't be competing with the bank cards.

"If you believe [AmEx], I've got a nice bridge with a toll booth that I'd like to sell you," Visa International President Charles Russell said in a prepared statement issued by his San Francisco office.

New York-based AmEx last week disclosed its long-rumored new credit card, which will be offered only to the holders of its green and platinum charge cards.

Optima will charge interest rates based on a multiple of the prime rate, which means initially around 13.5%. That is about five percentage points lower than the average interest rate for Visa and MasterCard.

Visa intends to send letters to all

(Continued on Page 84)

Last Minute News

Ketchum to buy Mandabach agency

PITTSBURGH—Ketchum Communications has agreed to acquire Chicago-based Mandabach & Simms, sources say. M&S' billings are estimated at $50 million. Ketchum earlier said it was negotiating acquisitions in Chicago and New York (AA, Feb. 23).

Helene Curtis plans $40M introduction

CHICAGO—Helene Curtis will spend $40 million on introductory marketing for its Salon Selectives haircare line (AA, Dec. 8). A $14 million media budget includes network TV and print ads in women's fashion and beauty magazines, breaking in May. The first of six planned promotional events uses $1-off coupons. DFS Dorland Worldwide, New York, is believed to handle the account.

Mrs. Fields' to buy PepsiCo unit

MILL VALLEY, CALIF.—PepsiCo has reached a preliminary agreement to sell its La Petite Boulangerie bakery chain to Mrs. Fields'

(Continued on Page 8)

Wary NBC mulls upfront limit

People meters breed caution

By VERNE GAY

NEW YORK—NBC-TV is considering limiting by hundreds of millions of dollars its advance—or upfront—commercial inventory for the 1987-88 season, according to top-level industry sources.

By limiting early sales, the No. 1-rated network could reduce advertiser pay-backs, or makegoods, anticipated under the new people-meter audience measurement system.

In tests, people-meter audience levels for critical viewer demographics have been lower than levels reported by the traditional A.C. Nielsen Co. diaries.

If network TV advertisers secure upfront buys with guarantees based on the people-meter results, each of the Big 3 TV networks could face huge pay-backs to them next year. With an upfront limit, NBC could avoid the problem, say sources, and then wait for the "scatter"—or short-term—sales market to sell the balance of its advertising time.

Unlike upfront deals, scatter sales do not carry audience guarantees.

Restricting the amount of upfront inventory, especially at highly rated NBC, also could mean demand would outstrip supply, thus firming up network prices.

An NBC source who declined to be identified confirmed this was one of several strategies under consideration. He said the network had not set a policy, however.

NBC booked more than $1 billion of the $2.4 billion upfront market last year.

Another network executive said, "Everyone's doing a model that shows if we write more business our vulnerability will be 'X' and if we write less it will be 'Y.' You've got to pick your poison: Either hold out for scatter or guarantee on a big upfront. But scatter has been pretty friendly lately."

Any strategy to hold back upfront sales would have profound implications for the networks. Victory in the upfront selling period has become a tradition almost as sacred as winning the ratings crown—but far more important financially. A strong upfront also sends signals to senior management and Wall Street about the network's strength in the coming year.

CBS limited upfront sales four years ago, hoping a strong scatter market would materialize. But it did not.

Some agency TV buyers doubt that NBC or any network would limit sales. "Let's say next year they limit sales to $700 million," said one major buyer. "They'd have to have a hell of a lot of data and a hell of a rationale to show [parent] General Electric that they could make [in scatter] in excess of the missing $300 million."

Another buyer agreed: "There is strong

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Highlights

Diller's network 1
Barry Diller has been obsessed with the idea of running a fourth TV network for more than a decade. On April 5, his waiting ends, and an odyssey begins that could change the nature of the TV business. Mr. Diller's Fox Broadcasting unit gradually will roll out two-nights-a-week of original prime-time programming.

Chrysler bids for AMC 3
Chrysler Corp.'s bid to acquire American Motors Corp. would give Chrysler a global presence less than a decade after the company sold most of its international assets. But it also raises the question of whether Chrysler will continue employing AMC's ad agency, Saatchi & Saatchi Compton.

Cascading novelties 3
Frozen-novelty marketers are readying an avalanche of new products that will mean dramatic increases in category ad spending and headaches for retailers with already overstuffed freezers.

All-Star ballot sponsors 4
Chevrolet, Rawlings Sporting Goods and Gannett Co.'s *USA Today* are ready to play ball. As part of Major League Baseball's corporate sponsorship strategy for the 1987 season, these companies are linking up for a major sweepstakes promotion of fan balloting for the All-Star Game.

Jake's ads draw criticism 6
The Juvenile Diabetes Association has joined Coca-Cola USA in complaining about Jake's diet cola advertising running in three test markets. The group's concern centers on the cola's description as a diet product, because it contains sugar and 30 calories per 12-ounce can.

Reebok's stepping-stone 12
Reebok and Nike, the country's leading athletic-shoe marketers, are stepping up the pace. Reebok, the No. 1 sports-shoe marketer, last week paid $180 million to purchase fast-growing rival Avia Group International. Meanwhile, No. 2 Nike kicked off an estimated $7 million, yearlong campaign built around the original Beatles recording of "Revolution."

Black & Decker retools 34
Black & Decker has decided to refocus its attention on what were once its best-known products—power tools. The company has hired Leo Burnett USA, Chicago, to handle the $10 million job of getting consumers buzzing again about its drills, cordless power tools and lawncare products.

Gerber's reinforcements 36
Gerber Products Co. has hired an agency to target black consumers and is taking other steps to maintain its sales leadership in the baby-food market, despite an anticipated drop in births in the 1990s. These actions come at a good time, because Europe's leading baby-foot marketer, Milupa AG of West Germany, is entering the market long dominated by Gerber.

INTERNATIONAL

Canada's version of Campbell 56
Unlike Campbell Soup Co.'s other subsidiaries, its Canadian operation is 30% owned by local shareholders. The results have been so positive the company may start using the same ownership formula in other countries if the conditions are right.

Looking at U.S. media 56
In editorials, Canadian media are calling for protection from U.S. publications, which they look upon as predators hungry for their advertising revenues. But that hasn't stopped the Canadians from moving south of the border, signing deals to buy the media properties they claim threaten their existence.

OTHER NEWS

John Koehler, who was asked to resign as White House communications director after serving two weeks, had planned to revive the ailing Reagan presidency with TV and print ads starring the Great Communicator. Page 3.

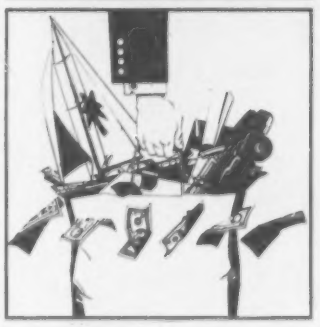
Norelco's first assignment for its new agency, D'Arcy Masius Benton & Bowles, will be to shore up its beleaguered electric-shaver brands. Long the leader with more than 50% of the estimated $280 million electric razor market, Norelco faces increasingly strong challenges from Gillette Co.'s Braun division and Victor Kiam's Remington Products, among others. Page 39.

Bags of money are being spent to promote Dino De Laurentiis' new movie "Million Dollar Mystery"—trash bags, that is. First Brands' Glad Bags division agreed to spend $15 million on advertising, including $1 million in cash, for the film, starring Glad spokesman Tom Bosley, which is scheduled for release June 10. Page 40.

Christopher Skase, 38, an upstart Australian media baron, has acquired the Hal Roach name and film library as the foundation for what he hopes will become a $1 billion U.S. broadcasting and TV production empire. Page 72.

Stan Freberg, the veteran adman who wrote the book on humorous advertising, has turned his satiric sights on a different set of books—Encyclopaedia Britannica—in a new campaign that mocks the client's own direct-response format. Page 87.

SPECIAL REPORT



Marketing to Affluents—*Selling quality to the affluent generally demands a subtle, personalized approach and a lot of special service. But for those who know the formula, flamboyant sales promotion/special events attract the affluent with great success.*

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CBS adds 3½ minutes of ad time

By VERNE GAY

New York—CBS-TV Network next fall will add 3½ national commercial minutes per week to its prime-time schedule, a move that advertisers claim will add to commercial clutter but could help hold the line on network pricing.

The move could bring CBS as much as $14 million in new ad revenue in its fourth quarter alone.

CBS will insert some of the new units in its most lucrative programs. Other new units will replace CBS promotional time.

"I'm obviously concerned about increased commercialization. The increase in units is going to add to the clutter. However, we recognize the position of the networks in terms of maintaining their cost-per-thousands and in increasing revenues," said Richard Kostyra, exec VP-U.S. director of media services at J. Walter Thompson USA. "The prime concern with us is with the TV networks taking further action to offset increased clutter. Specifically, the last commercial pod in a program should be moved into the program."

CBS said the increased inventory would give it roughly the same number of prime-time units for national sale as NBC.

The move was part of a recent agreement between CBS and affiliates on network compensation.

CBS tried to restructure its $174 million annual compensation to affiliates to increase clearances of morning and late-night programming. The net currently compensates affiliates by paying 32% of the local station's prime-time ad rate and 10% of its late-night rate. It had proposed cutting prime-time compensation to 30% and raising late-night to 40%.

The affiliates vigorously resisted any change in the current structure. CBS came back with the proposal to increase network prime-time commercial time and to give affiliates 1½ additional minutes per week of local ad time.

CBS tried to change the payment system so that stations would clear programming in troubled dayparts, including late-night, said Tony Malara, senior VP-distribution.

Affiliates are loath to cancel the profitable barter-syndicated shows already running in the late-night time periods.

East/West Net may close its L.A. operation

Los Angeles—East/West Network, a publisher of in-flight magazines, is considering closing its office here and consolidating its operation in New York, said Hershel Sinay, publisher/VP-western operations.

Western business has been adversely affected by the numerous airline mergers, and the local office has dropped four titles. Of its three remaining, *PSA Magazine* may be in jeopardy when Pacifc Southwest Airlines completes its merger with USAir. To date, the publisher has laid off one-third of its local editorial and art staff, once 36-persons strong. Mr. Sinay said layoffs will continue.

Nationally, East/West publishes eight in-flight magazine titles. East/West is in the process of closing its Denver office.

West Coast News

Chiat/Day dominated the Advertising Club of Los Angeles' Belding Awards for the fourth year, picking up 14 of the competition's 41 Belding bowls. That included the Sweepstakes prize for its work for Brown-Forman's California Cooler. Phillips-Ramsey and Gary D. Johns won three awards each at the March 12 awards. Racking up two awards each were BBDO/Slightly Further West; DDB Needham; Della Femina, Travisano & Partners; W.B. Doner & Co.; Rubin, Postaer & Associates; and 213-827-9695 & Associates.

Plantronics, Santa Cruz, Calif., has added five agencies to compete against BBDO Worldwide, Chiat/Day and Woolward & Co., all San Francisco, for its $2 million account. VP-Sales and Marketing Al Pepper is overseeing the account review following the departure of Director of Marketing David Hodges.

Hal Riney & Partners, San Francisco, promoted John Yost, 37, to senior VP-general manager, as expected (AA, Jan. 26), succeeding Don Ashley, who left. Mr. Yost retains the title of director of client services. Also, Paula Kahn, 38, has been named senior VP-group management supervisor, a new post. Most recently, she was senior VP-account director, J. Walter Thompson USA, Chicago.

Raging Waters, San Dimas, Calif., last week assigned its $750,000 advertising account to Salvati Montgomery Sakoda, Santa Ana, ending a 6-month agency search.

Special Report

Marketing to the Affluent

Creative promotions win wealthy response

By Pat Gray Thomas

Marketing furs, yachts, houses or horses to the affluent no longer requires strict adherence to the understated approach—without price tags.

Although some of them may consider it vulgar to discuss money or price in most circumstances, the affluent still flock to the flamboyant promotions and double-point shopping parties given by Dallas-based retailer Neiman-Marcus. (See Page S-2)

As information about the affluent sector increases and changes with a multitude of new studies being done, marketers are responding with everything from $4 peanut butter to million-dollar sports spectaculars.

"While people making $50,000 a year may not mind splurging on expensive chocolates at $20 a pound, they're probably not the same people who buy paintings worth millions of dollars," says Bill Turner, author of The Affluent Market, a recently published study from FIND/SVP, the New York-based market research company.

Marketers need to be aware of the various segments in this category—its demographics and psychographics, Mr. Turner says.

Although theories vary on the income required to be considered affluent in current dollars, perhaps the most important—because of size—and attractive of these segments is the 11 million to 13 million households that report income of $50,000 or more. This group accounts for two-thirds of total discretionary income in the U.S., and is projected to increase 50% between 1985 and 1995, by Wharton Econometric Forecasting in the FIND/SVP study.

The FIND study also estimates that black affluents will increase by 50% in the next 15 years; affluent women are projected to double to 26% of the total population by 1990.

The acquisition and display of affluence is more acceptable today than it was in the 1960s, "It's chic to be rich," says Marty LeGrand, news editor of *Polo*, Gaithersburg, Md.

Spending sprees

Affluent expenditures by product

Category	Total billions
Home furnishings	$28.5
Furniture	11.5
Home improvement materials	8.4
Entertainment equipment	7.2
Jewelry	6.1
Household appliances	4.2
Personal computers	4.1
Photographic equipment	2.4
Color televisions	2.4

Survey measures household incomes over $50,000.
Source: U.S. Bureau of Census, 1985 Mendelsohn Media Research, 1985 Simmons Study of Media & Markets

Fur retailers wrap wealthy clients in amenities

By Sally F. Robbins

Jet trips to Leningrad, U.S.S.R. for fur auctions, shopping incentives to win trips or caviar, at-home fur presentations or special service any time of day: This is the treatment given the affluent clientele of fine furriers.

It's a multimillion dollar business for a select group of retailers, but the approach is subtle and personalized.

In an industry that is dominated by retailers targeting the mass market, Dallas-based Neiman-Marcus and Paris-based Revillon Inc. at Saks Fifth Avenue are among the few *creme de la creme* furriers who cater to the superrich on a national scale.

The Carol and Irwin Ware Fur Collection at three I Magnin stores in Chicago and suburbs is an example of a select furrier that caters to a smaller, more local audience.

"The ultrafine [fur] product is a narrow strata of the market and is not representative of what the fur business is today," says Bernard Groger, co-publisher, *Fur World*, a Manhattan-based trade journal.

Sally F. Robbins is a New York-based free-lance writer.

As a result of an influx of imports the past five years, about 85% of furs sold today retail for less than $5,000, Mr. Groger says. The remaining 15%, the high-end of the market, wields enormous pocketbook power and expects high quality and ultra service from its retailers.

The unofficial industry estimate of retail fur sales in 1986 was $1.9 billion, says Mr. Groger.

For quality furriers like Neiman-Marcus, shopping in the Soviet Union for sables to be distributed in the U.S. "is the ultimate in marketing to the high-end," says David Wolfe, senior VP at N-M, Dallas.

"We're the largest single retailer under one label selling tens of millions of dollars in volume," he says. The average fur purchase at N-M is $8,000.

"We sell legitimacy, quality and workmanship—actual product integrity. We create our image through people," he says, who are groomed and promoted within the company. They also happen to be attractive and articulate salespeople. "We encourage our people to think in a proprietary way and to be honest and fair."

Fur catalogs and mailers from Neiman-Marcus and Revillon at Saks Fifth Avenue use exotic locations as backdrops to attract the discriminating affluent buyer.

Several years ago, N-M initiated a marketing program called InCircle. "Customers have dubbed it 'the frequent buyer program,'" says Billy Payton, VP-director customer service. The unusual promotion allows charge card customers to accumulate a minimum of 3,000 points per dollar spent during a 12-month period. The points are then redeemable at the end of the year for gifts of merchandise in several categories.

One option in 1987, demanding the maximum $250,000 in points, is first-class travel to an exotic location to attend a fur photography session.

In 1985 the biggest spenders visited Peter the Great's palace in Leningrad and occupied front row seats to watch a Russian photographer capture the essence of N-M's fur-wrapped models.

After racking up $100,000 in points, customers have opted for a trip for two to London. For $60,000 in points, they can attend special events around the country, such as opening night of the Boston Symphony Orchestra's fall season.

The advantages for members include an InCircle charge card,

(Continued on Page S-4)

Minimarket for megayachts widening its wake

By Christopher Bubin

Drive a fast car, you're on the road to success. Own a Fendi fur, you've passed the first turn. Wear multicarat diamonds and have a vacation home in the south of France, you're heading down the home stretch.

When you get a megayacht—measuring 80 feet or more in length—you've arrived.

Christopher Bubin is a staff writer for the Tampa Bay Business Journal *in Florida, and a free-lance writer.*

William and Ruth Weiss have arrived. In fact, some might say they arrived when they bought their first yacht, a 60-footer built by Burger Boat Co., Manitowoc, Wis., in 1955. They've owned three boats since then, each bigger than the last and all Burgers. Their current 86-foot pride and joy is for sale to anybody with "a little better than $3 million," says Mr. Weiss.

When he sells Panacea IV, which serves as his Palm Beach, Fla. summer home, he'll commission a 100-foot Burger.

Time after time, advertisers splash the message across the pages of *Cruising World, Power and Motoryacht, Sail* and *Yachting:* If you have a megayacht, you've arrived. The ads, understated and sensual, sell prestige unmatchable, ultimate quality, ultimate luxury, ultimate speed on the water.

In 1986 fully 10%—or $671,000—of *Power and Motoryacht's,* Stamford, Conn., display ad revenue came from marketers of yachts more than 100 feet in length, says Jerry Faber, ad director.

Yet only about 300 such boats exist worldwide.

The target market for big boats is so limited that special interest magazines are about the only media available. Other than that, marketing megayachts means promotions, Mr. Faber says.

Perhaps the most successful promoter of the big-boat lifestyle is Fort Lauderdale, Fla.-based Broward Marine. Each April, the company sponsors an "owners' rendezvous" for prospective buyers, selected media types and, of course, Broward boat owners. About 20 Broward yachts—all hovering in the 100-foot range—converge on the Ocean Reef Club in Key Largo, Fla., for four days of fun and games.

By day, the owners and guests mingle at golf, tennis and assorted water sports. At night, they dine aboard each others' yachts.

Mel Wolff, exec VP of New York-based Muhlfeld & Wolff's Fort Lauderdale office, handles advertising for Broward and several other large yacht manufacturers.

"When somebody goes there [to the rendezvous] and sees 19 or 20 Browards, it's really an awesome sight," says Mr. Wolff. "It's a chance for owners to get a really good look at other Browards, and we always sell a few boats because of that."

The U.S. boasts more than 14 million recreational boats, but the number of megayachts throughout the world amounts to a comparative handful. However, a growing population of millionaires—especially American millionaires—has boosted demand for the big boats in recent years.

"The whole market is exploding," says Bonnie O'Boyle, editor of *Power and Motoryacht.*

"Nobody *needs* a 300-foot yacht," she says. "There's a lot of ego involved in building a very large yacht. It's sort of living proof that you've been very successful." She says advertisers have to walk a subtle line to avoid overselling to buyers of ships and near-ships. "Advertisers are dealing with pretty sophisticated people," says Ms. O'Boyle.

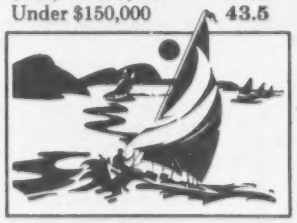
Mike Kelsey, owner of Palmer Johnson Inc. in Sturgeon Bay, Wis., seconds that assertion. His

(Continued on Page S-6)

Sailing sports wealthy demographics

Survey on who went sailing in the past year

Sex	
Men	58.8%
Women	41.2
Age	
18-24 years	25.4%
25-34 years	28.3
35-44 years	23.6
45-54 years	13.5
over 55	9.3
Household income	
$100,000 or more	18.5%
$75,000-99,999	25.3
$50,000-74,999	56.2
Employment*	
Professional	19.8%
Executive/managerial	17.0
Clerical/sales/technical	23.0
Other	27.1
Marital status	
Single	40.5%
Married	50.1
Other	9.5
Value of home**	
Over $200,000	14.6%
$150,000-199,999	20.6
Under $150,000	43.5



Sailing by U.S. region	
Northeast	24.0%
North central	20.3
South	21.9
West	33.8

*86.8% of survey base is employed
**Nearly 80% of survey base owns homes
Survey base: 1,537 people
Source: "Upper Deck—1986," Mediamark Research, New York

America's Cup runs over with corporate sponsors

For the big motor yachts and for big business, Perth, Australia was the place to be in 1986 and early 1987. The megayachts came to watch the America's Cup races, and the megacorporations came to pay for them.

In all, six American groups made a run for the cup, and though all the numbers aren't yet in, it looks like they spent about $70 million in the battle for the coveted chunk of sterling.

The money comes in part from companies hoping to hitch their wagons to a star, because associating with a winner can be of superb promotional value for the company.

The key for sponsors, then, becomes picking the winning group.

Each group, called a syndicate, develops one or more boats that it feels can make a serious challenge for the cup. Generally a large yacht club spearheads the syndicate's efforts. Because most clubs can't—or won't—foot the average $10 million to $15 million cost of a try for the cup, they turn to private donors and big business, selling sponsorships in return for cash, materials, technology and personnel.

(Continued on Page S-7)

Megayacht minimarket

(Continued from Page S-2)

company manufactures five or six yachts of more than 80 feet in a year. Prices start at about $3 million, and can soar from there. "We're basically selling to a very, very small audience that already knows we exist," he says. Therefore, he keeps all his company's advertising low-key. Sharpe Studios, a London design company, produces the layouts, but Mr. Kelsey places the work in American specialty magazines himself.

The $200,000 per year he spends on high-end yachting magazines is the only media advertising the manufacturer does. It represents only a tiny fraction of the company's gross, yet the ads keep the Palmer Johnson name in the megayacht arena.

The company recently delivered Fortuna, a 100-foot vessel, to the king of Spain. Capable of speeds up to 52 knots (60 mph) the turbine-powered craft was a gift from the king of Saudi Arabia. To achieve such great speeds, the yacht uses a fuel pump from a Saturn V rocket as a sort of overdrive.

A recent ad campaign featured a picture of the yacht with the caption: "Have you a dream we can build?"

Mr. Kelsey says word of mouth gets his name to those who need to know it. It's hard to determine how much the company spends on promotions, because he considers every finished boat a promotion.

"I tell our workmen, 'The biggest single piece of advertising we have is the product.' We get a lot of publicity in magazine articles." Since the boats are so noticeable, and their owners often so high profile, his product regularly is found in the news.

His yard, for example, built the sailing yacht Tenacious. Atlanta businessman Ted Turner raced the boat off the coast of Britain during the 1979 Fastnet regatta.

During the race, a storm did immense damage to the fleet of boats, killing 15 sailors. Mr. Turner's Tenacious won the event—and escaped damage.

Mr. Kelsey makes a marketing distinction between totally custom superyachts, and what he calls semicustoms. He says the semicustom product, which amounts to a highly customized set of appointments on a standard hull, has become very popular among the newly moneyed in the U.S.

Because the people buying semicustoms are generally new to the megayacht crowd, more intense marketing efforts are required to position the product and cement brand loyalties. The bulk of Palmer Johnson's advertising and promotion efforts goes to attract these potential customers, Mr. Kelsey says.

Still, every company needs face-to-face promotions to sell megayachts.

"There are two or three watering places around the world where you've just got to be," he says. Fort Lauderdale, the Mediterranean and Greece make that list. "If you're going to build Ferraris, you have to be around the race track a little bit," he says.

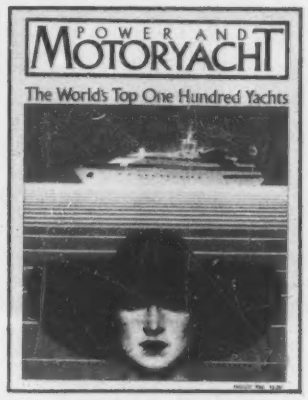
Everyone seems to agree there's no season to buy or sell a megayacht.

"These are not sold like probably anything else that you're familiar with," says Jim Grattelo, director, Miami-based Sterling Yacht and Shipbuilders. "There's such a small group of people who can afford a $10 million to $15 million yacht, they tend to know each other."

In its two-year history, Sterling has delivered five yachts, all completely custom-designed and built. The company has three more under construction, all in the 150-foot-and-up range.

Sterling spends about $200,000 per year to advertise with full-page spreads in various yachting magazines worldwide. Besides the American slicks like *Yachting*, the outfit also makes buys in the British *Boat International* and the French *Prestige*.

All but one of Sterling's sales have been to owners upgrading to a larger yacht. The average length of megayacht ownership —about four years—means as soon as a boat is delivered, manufacturers start thinking about selling the customer another boat.



***Power and Motoryacht* derived 10% of its 1986 ad revenue from marketers of yachts more than 100 feet long. The market is "exploding," its editor says.**

Burger Boat Co., has built yachts for 123 years. The company sells about half its product to repeat customers who want a bigger, better Burger, says Roy Sea, VP-marketing of Burger Boat's West Palm Beach, Fla. sales and service office.

Besides repeat buying, another 25% of Burger's sales comes from word of mouth. "The dockside gossip is very powerful," says Mr. Sea.

Hearsay indeed seems golden in the marketing of megayachts. Broward Marine officials estimate "well over 90%" of their customers have owned boats before. To keep them in what Mr. Wolff calls the "Broward family," the company publishes a newsletter about four times a year.

Alaska Journal of Commerce

Capital District Business Review (Albany)

Atlanta Business Chronicle

Austin Business Journal

Baltimore Business Journal

Cincinnati Business Courier

Business First of Columbus (OH)

Southern Connecticut Business Journal

Dallas/Ft. Worth Business Journal

Denver Business Journal

Jacksonville Business Journal (FL)

Kansas City Business Journal

Los Angeles Business Journal

Business First of Louisville (KY)

South Florida Business Journal

Orange County Businessweek (CA)

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It typically contains eight to 12 pages of pictures and descriptions of new equipment, plus news from other owners.

In a departure from traditional full-page ads in the boating slicks, Mr. Wolff has cut the frequency of Broward's placements in half, and gone to double-page spreads. He says the pictures look better, and people remember the ads.

Perhaps without any advertising, the truly big yachts would sell just as well. No doubt their presence means success, and the call of the sea is strong. Yet Mr. Weiss, the owner of Panacea IV, sees another reason for building such large and sumptuous craft.

"I've never failed to make a profit on any of them," Mr. Weiss says.

America's Cup runs over

(Continued from Page S-2)

The business of a 12-meter challenge can take three years. The syndicate must house and feed at least two 11-person crews, design and build boats and sails and buy support equipment—such as complete machine shops. Sails alone can cost $8,000 each, and most boats need about 100.

This year, dozens of companies backed American syndicates. Corporate philanthropists were reluctant to back any particular syndicate and risk having their selection eliminated during the qualifying stage.

In response to this problem, a foundation was established to collect money for the American effort. The foundation, called The Americans, collected money in the name of all U.S. entries except one, and divided the contributions among the participating syndicates according to how well they did in the qualifying races in Australia.

About half a dozen companies participated in the scheme, according to The Americans Chairman Robert D. Scott, president of the Ibox Group, a San Francisco computer leasing company.

"We are providing an avenue by which individuals and corporations can support all of the groups," says Mr. Scott. At least two companies refused individual syndicates' pleas for funds.

However, both companies made commitments to The Americans. American Express contributed about $480,000, with the lion's share going to Stars and Stripes and USA—the two American boats that made it to the semifinals. United Airlines agreed to donate money according to a coupon arrangement that runs until July—every individual giving $75 to The Americans gets $50 off a United ticket. This could mean as much as $6 million to The Americans, says Mr. Scott.

Of the six American syndicates, only New York Yacht Club's America II declined to participate in The Americans' effort.

The New York group had strong support early in the fund-raising efforts. Cadillac backed America II with an estimated $1 million; *Newsweek* and Amway, were early corporate sponsors; and several "corporate partners" contributed between $50,000 and $1 million.

The winning entry, San Diego Yacht Club's Stars and Stripes, spent about $15 million to get the cup back. While a good chunk of cash came from private donors, millions came from corporations.

Most yacht clubs can't—or won't—foot the average $10 million to $15 million cost of a try for the America's Cup so they turn to big business.

For the winners, money is still easy to get. General Mills, Pepsi-Cola Co., Philip Morris USA, Polaroid Corp. and US Sprint purchased major sponsorships after Stars and Stripes made the finals. Each paid between $1 million and $3 million for the right to associate with the victors. A few of these latecomers have made provisions to back defense of the cup three years hence.

Early backers probably paid less. Those that got in on the ground floor included Allied Signal Corp., Budweiser and Merrill Lynch.

By way of indirect contributions, the local Coca-Cola bottling plant in San Diego agreed to print a request for support, along with a toll-free telephone number, on about 70 million soda cans.

Other sponsors took ads in various publications—such as the *Wall Street Journal*, *Yachting* and *Sail*—affirming their support for the Stars and Stripes effort and listing the same telephone number.

In addition to cash, Allied supplied a space age plastic called Spectra Fiber for use in sails and lines. The no-stretch material helps sails keep their shape and makes lines less elastic, allowing more precise sail trimming.

Money can come from anywhere. Most agree that the reason the U.S. lost the cup in 1983, and the reason it came back had more to do with technology than funding.

The U.S. efforts got plenty of scientific help. Those lending personnel or equipment included: Boeing, Cray Research Inc., Digital Equipment, Grumman, Hewlett-Packard, Massachusetts Institute of Technology, McDonnell Douglas and NASA.

—Christopher Bubin

Billings Business Journal

Idaho Business Review (Boise)

Boston Business Journal

Business First of Buffalo

The Business Journal (Charlotte)

Business Record (Des Moines)

Hartford Business Journal

Pacific Business News (Hawaii)

Houston Business Journal

Indianapolis Business Journal

The Business Journal (Milwaukee)

CityBusiness Twin Cities (Minneapolis/St. Paul)

New Hampshire Business Review

New Orleans CityBusiness

The Journal Record (Oklahoma City)

The Business Journal (Portland)

Providence Business News

Richmond Business Journal

Rochester Business Journal

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Polo—attracting the affluent

Demographic breakdown of those attending polo matches

Income per person	
$100,000 or more	35.1%
$75,000-99,999	8.9
$50,000-74,999	16.1
Under $50,000	16.7

Household income	
$150,000 or more	33.2%
$100,000-149,999	14.5
$75,000-99,999	11.6
$50,000-74,999	13.9
Under $50,000	16.4

Credit cards held*	
Gasoline	78.2%
Visa	71.3
Master Charge	62.1
Department store	62.1
American Express	60.1
Telephone	58.9
Auto rental	35.3
Air travel	19.5
Diner's Club	13.6
Carte Blanche	9.2

*96.8% hold one or more credit cards

Residence market value	
$350,000 or more	38.8%
$250,000-349,000	13.4
$200,000-249,000	10.5
$150,000-199,000	11.6
$100,000-149,000	12.2

Club memberships (besides polo)	
Country club	45.7%
Athletic club	42.2
Golf or tennis club	29.6
Boat or yacht club	15.0
University club	10.1
Other	47.7

Source: *Polo Magazine*

Polo clubs mount campaign to rein in sponsors, fans

By Julie Liesse Erickson

Polo aficionados are fond of calling it the sport of princes. Today, however, it is polo's corporate sponsors that are treated like royalty.

In the past decade, making investments ranging from $5,000 to more than $1 million a year, marketers as diverse as British Airways, Cadillac, Cartier, and US Sprint have discovered polo as a vehicle to reach the often-elusive affluent market.

Polo clubs are eagerly pursuing these sponsorships, which not only open up the possibility of improved facilities and a broader audience, but also take some of the financial burden off the devoted cadre of wealthy entrepreneurs who traditionally have bankrolled polo teams.

In their eagerness to accommodate marketers, clubs offer various kinds of sponsorship packages. A marketer can place his company name on a weekend tournament, a one-day event, a pavilion at a match or a team. In return for a team sponsorship, the sponsor's name appears on uniforms and the company usually receives all the other perks given to smaller-scale sponsors: Ads in club programs and magazines, club membership, free tickets, hospitality pavilions, product sampling and display opportunities.

Supporting a team is by far the most expensive proposition. The sport's U.S. renaissance has entailed a transition from casual matches in a clubby atmosphere. Today's top teams feature professional players who often rotate from club to club, receive salaries comparable to those of major league football and basketball players, and require expensive transportation and upkeep for their "ponies."

Although sponsoring a one-day or weekend polo event costs as little as $5,000; a yearlong team sponsorship at Oak Brook Polo Club, Oak Brook, Ill., could cost a minimum of $150,000, says Dennis Gilmore, VP-general manager of the club.

William Hilliard, executive director of the U.S. Polo Association, Lexington, Ky., says one unidentified club is paying a combined annual salary of $625,000 for just two top-rated players. "As [wealthy individual sponsors] have become fewer and fewer, corporate sponsors have picked up the slack, and put some money into the game."

When Prince Charles played in Oak Brook, Ill., corporate sponsors were in attendance.

A *Time* ad by Rolex Watch USA promoted the Rolex Gold Cup in Palm Beach, Fla.

The Palm Beach Polo and Country Club, West Palm Beach, Fla.—generally considered the most aggressive polo marketer in the U.S.—dates its sponsorship programs back nine years. The first club to seek backers, it currently has more than 40 corporate sponsors. With that type of financial support, it is no coincidence that the universe of both players and spectators has expanded.

The U.S. Polo Association in 1986 included 2,102 playing members and 200 clubs, not counting collegiate teams. Since 1980 the number of members has increased 47%, while the number of clubs is up 51.5%.

An informal analysis of the 1986 USPA membership by *Polo*—a Gaithersburg, Md., Fleet Street publication with a circulation of 5,000—shows that California boasts the most players; 18% of the USPA's members live in or play primarily there; Florida and Texas are next with 11% and 10% respectively.

As the number of players has increased, so has audience participation. Sunday attendance at the Palm Beach club averaged 4,000 in 1986, says Fern Margolis, director of communications and public relations. Janet Frisk, sponsorship director for the Oak Brook Polo Club, says attendance for Sunday matches averaged 1,500 during the five-month 1986 season.

'Sport of Princes' broadens its appeal

Polo came to the U.S. by way of the U.K., where it was introduced by governmental and military officials returning from duty in India. Britons gave polo its name.

The game always has been popular with the military. With its intimacy between horse and rider, polo is considered the epitome of calvary training. Devotees point out that great soldiers of the ages, from Marco Polo to George S. Patton, were expert polo players.

Although the U.S. Polo Association was founded in 1890, polo's U.S. popularity peaked in the 1920s and 1930s, when it became a part of the opulent, Great Gatsby-like life of wealthy Americans in the Northeast.

Today, in terms of numbers and intensity, the acknowledged No. 1 polo-playing country is Argentina, followed by the U.S. "The U.K. used to be the mecca of outdoor polo, but it's grown phenomenally in the States," says William Hilliard, executive director of the U.S. Polo Association, Lexington, Ky.

In the U.S., he says, New England sports the most clubs, but California is the fastest-growing market—partly because of arena polo, a variation of the traditional outdoor game. "Arena polo—or indoor polo—is an easier game, and has helped open up the game to people who previously didn't have the means to get involved," says Marty LeGrand, news editor of *Polo*, Gaithersburg, Md. The two largest arena polo locations are in California, she says.

Polo traditionally is played by four-man teams in six 7½-minute periods called chukkers. For arena polo, the team size is cut to three and the playing field is considerably smaller than the 200-by-300-yard outdoor fields.

Usually, players change ponies—they're always called ponies, although most are full-grown thoroughbreds—at the end of each chukker. But some outdoor clubs feature teams with four players and two alternates—a configuration that allows players with only one pony to compete.

Innovations like these, combined with the marketing efforts of club executives and sponsors, have brought polo to a wider and younger audience. "The game used to be followed mostly by those who'd followed it for years—since its heyday in the 1930s," Ms. LeGrand says. "Today, it's a younger crowd."

—*Julie Liesse Erickson*

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"Increased interest in polo reflects, in large part, today's stronger interest in the fashion world," says Michael Butler, chairman of the Oak Brook club and a real estate magnate.

Polo's elegance brings back the era of F. Scott Fitzgerald's "The Great Gatsby," Mr. Butler says. "Elegance, service and quality are key for today's consumers. Polo represents a quality, upscale, elitist sport."

Says Marty LeGrand, news editor of *Polo*, "This kind of affluent display has become more acceptable than it used to be in the 1960s. It's chic to be rich."

But for casual fans, polo only looks expensive. The Palm Beach club runs newspaper ads throughout southern Florida promoting its matches at "$5 a head"—the general-admission price. And at the Oak Brook club, a non-playing membership costs as little as $150 a season.

Another part of polo's charm, Mr. Butler says, is the "challenge, the difficulty of playing." For horse lovers, Ms. Frisk says, "Polo is the only alternative to the racetrack."

Polo's celebrity angle also fascinates spectators: North American Watch Corp.'s Piaget sponsors a Hollywood-based touring celebrity team. A trip by the Prince of Wales and his polo guru, Major Ronald Ferguson—father of Sarah, the Duchess of York—to the Oak Brook club brought 6,000 spectators to a Friday afternoon match last September.

BMW of America was listed as the Prince of Wales Cup's official sponsor, but other marketers, including the *Chicago Sun-Times*, Cadbury Schweppes and Cunard Line Ltd., paid $6,000 each for sideline pavilions set up for parties.

"Any company that would use polo as a backdrop [in advertising]," Ms. Frisk says, "is a prime candidate for sponsorship—champagne marketers, auto companies, jewelers."

The Oak Brook club counted 17 corporate sponsors during the 20-week 1986 season, Mr. Gilmore says. Club executives try to pair sponsors with special events; last year, for example, Jamaica's Red Stripe beer sponsored a visit from the Jamaican national team.

Sponsors, Ms. Frisk says, can count on "our very loyal membership. A sponsor gets high brand awareness, getting his name out there in front of our audience. It's an entertainment vehicle as well; you can put on a fantastic party."

Although nine-year commitments make Rolex Watch USA and Piaget its oldest sponsors, the Palm Beach club says Cadillac currently has the broadest sponsorship program.

The automaker's six-year involvement started when Cadillac became the official car of the Palm Beach club, says Sheri Perrelli, director-public relations for the Cadillac Motor Car Division of General Motors, Detroit. In 1987 its commitment includes sponsoring:

- One Palm Beach polo team that includes two 10-goal (highest-rated) players, Memo and Carlos Gracida.
- The year-old Cadillac National Polo League.
- The sixth annual Cadillac Challenge Cup in Palm Beach.
- The Cadillac World Cup Championship in Palm Beach.
- The American Polo League at the Los Angeles Equestrian Center, built for the 1984 Summer Olympics. "This gives us a polo anchor on both coasts," Ms. Perrelli says.

"The association with polo has been a very natural one for us," she says. "The demographics fit right in with our targets."

Current buyers of the Seville, the official car of the Palm Beach club, claim a median household income of $80,000. About 41% of the car's primary drivers are women, and 44% are college graduates.

Polo sponsors' ads promote their involvement—a recent Rolex ad in *Time* promoted the Rolex Gold Cup at the Palm Beach club—and also capitalize on polo's celebrity talent. A 1986 Rolex ad featured Geoffrey Kent, chairman of Abercrombie & Kent Safaris, and captain of the Rolex A&K team.

But polo gradually "is becoming less of a social event and more of a legitimate sport," Ms. LeGrand says. This year in Argentina, the International Polo Federation, representing players in 25 countries, is holding its first world championship since the 1936 Summer Olympics. Polo executives hope this is the first step toward reinstatement as an Olympic sport.

Polo enthusiasts recently stubbed their toes in broadcasting an hour of action from a Greenwich, Conn. match. Mr. Hilliard says Greenwich team owner and real estate developer Peter Brant bought the air time from CBS-TV and tried to resell it; Mr. Brant "did OK, but he sure didn't break even," Mr. Hilliard says.

"Networks have been reluctant to televise polo, because of the high action and because it requires a lot of cameras," he says. "And there has not been as much enthusiasm on the part of sponsors as they'd like."

Although they say a wider audience won't affect the sport's sponsorship appeal, polo devotees seem unsure about opening it up to a mass market.

While Mr. Butler continues to discuss the possibility of a polo match in downtown Chicago's Grant Park, he says, "We would resist having it move into a mass-market sport. It's not a Coca-Cola kind of sport. We value its family tradition."

However, Ms. Margolis of the Palm Beach club says, "We'd like nothing better than to see polo become a sport for the masses—we'd love to have 12,000 spectators each week."

Mr. Hilliard predicts polo's popularity will continue to grow, largely because interest at the intercollegiate level has increased in the past several years; currently there are 24 teams listed with the USPA. "Once you get the kids interested," he says, "you're in."

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Consumer Magazine Ad Linage

Advertising pages for U.S., Canadian and foreign consumer publications

March

	Current month 1987	Current month 1986	Year-to-date 1987	Year-to-date 1986
— Art & antiques —				
Art & Antiques	59.9	56.1	151.7	149.4
Southwest Art	95.9	75.2	248.6	190.8
Total Group	155.8	131.3	400.3	340.2
% change		+18.7%		+17.6%
— Auto/cycle/rec. vehicles —				
Autoweek (52X)	174.4	152.1	401.9	403.6
Car & Driver	90.6	79.7	239.0	251.9
Car Collector & Car Classics	14.6	15.4	46.4	44.2
Car Craft	90.2	71.6	203.3	179.5
Circle Track	111.8	81.4	212.5	183.8
Cycle	60.0	70.2	123.9	135.5
Cycle Guide (9X)	47.5	51.4	112.4	109.0
Cycle World	80.0	61.7	151.8	139.3
Dirt Rider	33.7	58.9	96.4	116.6
Dune Buggies & Hot VWs	70.5	84.9	217.1	260.9
Family Motor Coaching	187.1	161.3	485.5	475.3
4 Wheel & Off-Road	82.8	93.6	209.4	231.0
Four Wheeler	69.3	87.5	221.4	237.9
Hot Rod	83.5	65.7	188.8	160.0
Motorcyclist	70.9	64.7	117.4	130.3
Motor Trend	90.8	75.4	195.3	196.4
Motorhome	78.9	84.6	231.1	261.1
Rider	44.4	54.1	105.9	126.5
Road & Track	92.2	88.8	251.0	248.1
3 Wheeling	39.1	56.7	117.5	178.3
Trailer Life	109.1	126.6	283.8	341.1
Total Group	1,721.5	1,686.3	4,211.8	4,410.3
% change		+ 2.1%		−4.5%
— Boating &yachting —				
Boating	164.1	158.9	532.1	487.7
Chesapeake Bay	42.0	32.8	124.3	102.3
Cruising World	114.6	125.6	316.1	351.4
Lakeland Boating (10X)	74.2	73.5	223.2	197.5
Motor Boating & Sailing	170.4	180.6	584.6	647.0
Sail	125.3	128.2	329.1	350.7
Small Boat Journal(6X)	—	—	58.8	53.1
Trailer Boats(11X)	68.9	54.6	200.8	142.2
Western Boatman(6X)	38.3	40.0	82.4	94.7
Yachting	141.2	153.4	470.4	479.7
Total Group	939.0	947.6	2,921.7	2,906.3
% change		−0.9%		+ 0.5%
— Canadian —				
L'Actualite	87.2	83.7	193.1	224.0
Chatelaine:				
English Edition A.	62.0	103.9	187.1	263.2
French Edition	64.1	87.2	172.7	223.3
City & Country Home(8X)	52.1	80.7	89.9	80.7
Flare A.	112.4	93.7	193.9	164.6
Harrowsmith-Canada (6X)	43.7	46.1	82.3	80.7
Macleans (52X) A.	177.7	159.8	361.3	395.3
Moneywise	25.8	46.4	87.2	117.4
Montreal (10X)	17.4	37.0	32.7	59.0
Montreal Ce Mois Ci (9X)	18.7	42.2	33.3	65.2
Reader's Digest:				
Canadian-English A.	75.4	115.4	177.9	255.0
Canadian-French A.	62.5	94.8	141.0	203.3
Toronto Life	93.3	88.7	230.3	229.2
Vancouver	76.6	96.5	161.4	190.6
Total Group	968.8	1,176.0	2,144.1	2,551.5
% change		−17.6%		−16.0%
— Civic/fraternal —				
American Legion	28.9	24.8	105.9	84.0
Elks (10X)	21.4	16.6	70.7	58.7
Kiwanis	17.3	19.3	52.6	59.5
Lion (10X)	6.6	2.3	25.2	16.3
Rotarian	12.5	14.4	43.9	42.9
V.F.W. (11X)	32.2	26.7	98.2	88.6
Total Group	118.9	104.1	396.5	350.0
% change		+ 14.2%		+ 13.3%
— Comics —				
DC Comics	6.0	7.0	20.0	19.0
Marvel Comics Group	6.0	6.0	25.0	21.0
Total Group	12.0	13.0	45.0	40.0
% change		−7.7%		+ 12.5%
— General —				
American Health (10X)	88.0	61.2	152.2	116.8
American West (6X)	43.3	42.3	72.5	92.8
The Atlantic A.	34.3	42.5	92.3	107.6
Bon Appetit A.	84.8	88.5	226.5	228.8
Changing Times	74.7	53.6	198.6	153.0
Connoisseur	65.7	78.2	172.8	164.6
Consumers Digest (6X)	26.3	19.3	53.8	44.7
Ebony	82.1	93.8	261.6	271.4
Fifty Plus	39.5	40.2	127.1	118.6
Food & Wine	46.2	45.4	135.6	119.6
Golden Years	41.1	23.0	114.2	63.1
Gourmet	106.1	92.9	254.3	222.3
Harper's A.	32.5	26.2	88.5	71.8
Harrowsmith (6X)	50.2	37.8	104.6	91.3
Let's Live	50.0	49.0	139.0	137.0
Life	39.5	44.5	127.9	149.7
Modern Maturity (6X)	—	—	50.6	49.9
Money	133.3	128.7	354.2	333.6
Moneyworth (4X)	—	—	13.1	10.0
National Geographic	17.2	30.4	47.8	66.5
National Geographic Traveler	45.4	46.0	45.4	46.0
Natural History	38.1	38.5	116.4	137.1
Prevention	64.8	61.4	206.4	188.8
Psychology Today	36.7	37.7	100.3	83.4
Reader's Digest A.	88.6	95.4	231.6	235.3
Rx Being Well (6X)	20.0	15.0	47.0	35.0
Saturday Evening Post (9X)	40.0	37.7	83.9	75.5
Signature	69.9	76.7	211.8	180.8
Smithsonian	92.6	97.4	224.6	248.0
Sylvia Porter's Personal Finance (10X)	51.0	43.9	116.7	98.1
Town & Country	114.7	135.9	305.1	326.0
Travel-Holiday	68.2	58.6	166.0	135.9
Travel & Leisure	124.5	132.0	262.7	329.3
Vanity Fair	72.1	51.3	140.2	128.1
Writer's Digest	27.0	25.6	78.1	67.4
Yankee	77.7	71.5	222.5	212.3
Total Group	2,086.2	2,022.0	5,345.6	5,139.9
% change		+3.2%		+4.0%
— Home —				
Americana (6X)	33.1	35.9	54.8	68.8
Architectural Digest A.	127.6	115.9	297.5	300.1
Better Homes & Gardens	126.6	129.5	271.6	300.4
Colonial Homes (6X)	70.9	71.2	119.2	126.4
Columbus Monthly-Homes(4X)	—	—	22.6	21.9
Country Home (6X)	51.8	53.6	88.0	92.1
Country Living	85.2	87.1	227.3	215.8
Dallas/Ft. Worth Home & Garden	67.2	94.0	151.7	236.2
Family Handyman (10X) A.	72.3	70.3	176.2	192.1
Flower & Garden (6X)	—	—	51.8	53.6
Home	40.8	41.4	141.2	142.6
Home Mechanics	58.7	89.8	163.8	214.4
The Homeowner (10X)	47.5	39.3	88.0	74.5
Horticulture	38.9	37.8	114.6	119.4
House Beautiful	85.1	88.5	184.3	197.7
House & Garden	93.1	94.2	231.0	237.1
Houston Home & Garden	54.7	78.2	174.6	213.5
Metropolitan Home	61.6	54.5	156.6	137.4
1,001 Home Ideas	59.1	43.7	140.8	132.0
Phoenix Home/Garden	83.0	69.3	228.8	213.3
Practical Homeowner	37.7	46.0	151.0	162.8
Rodale's Organic Gardening	59.9	74.6	187.6	224.9
San Diego Home/Garden	62.5	65.3	190.7	195.8
South Florida Home/Garden	41.3	33.8	111.9	93.4
Southern Accents (6X)	95.8	98.1	178.9	205.9
Southern Living	147.3	169.5	323.6	374.3
Sunset Magazine A.	121.1	160.4	289.7	381.9
Texas Homes	34.0	57.4	115.7	199.0
Workbench (6X)	59.7	67.5	109.1	118.7
The Workbasket	39.4	33.7	104.5	122.3
Total Group	1,955.7	2,094.5	4,846.8	5,368.4
% change		−6.6%		−9.7%
— In-flight & other passenger —				
Aboard Group (7)(6X)	24.3	20.3	52.1	42.8
Alaska Airlines	55.9	49.3	163.8	151.2
America West Airlines	42.1	25.0	128.2	25.0
American Way (24X)	107.6	91.4	288.0	266.6
Brighton Inflight Group:				
Braniff	13.3	9.7	31.6	28.2
Continental	47.6	29.3	115.3	77.9
Hawaiian Air	13.1	—	13.1	—
East/West Network:				
Eastern Review	89.0	99.3	239.0	298.8
Northwest	50.5	45.7	134.0	137.1
PSA Magazine	84.7	83.0	230.0	268.3
Pan Am Clipper	38.2	42.2	117.4	145.1
Spirit	71.8	91.3	181.8	270.0
TWA Ambassador	57.0	—	143.0	—
United	62.2	100.0	176.6	267.1
Western's World	51.8	51.5	131.8	189.0
Halsey Publications:				
Air Cal	56.7	47.5	150.2	130.9
Delta Sky	82.7	70.0	222.0	199.7
US Air	52.7	43.5	130.3	120.0
Pace	68.4	64.5	236.8	219.6
Spirit of Aloha (6X)	30.4	28.1	98.4	89.6
Total Group	1,099.9	991.7	2,983.5	2,926.8
% change		+ 10.9%		+ 1.9%
— Men's —				
Esquire A.	111.9	122.5	217.7	219.5
Firehouse Magazine	43.9	52.6	120.8	125.2
Gentlemen's Quarterly A.	197.6	239.7	368.0	420.5
M Magazine	93.6	74.3	218.7	156.3
Penthouse A.	37.4	32.4	114.8	109.0
Playboy A.	46.6	53.6	140.3	168.1
Salute (8X)	28.3	21.5	28.3	21.5
Total Group	559.2	596.6	1,208.5	1,220.0
% change		−6.3%		−0.9%
— Metropolitan —				
Aloha (6X)	33.5	30.5	61.4	53.5
Atlanta	48.5	54.4	154.3	144.0
Baltimore	67.2	74.0	204.4	200.5
Boston	133.4	136.6	410.3	409.8
California	77.2	78.9	173.6	169.7
Chicago	111.7	116.8	278.8	309.8
Chicago's North Shore	86.9	75.4	228.2	211.7
Cincinnati	55.7	139.5	63.3	172.4
Cleveland	60.4	75.1	163.1	192.6
Coast (39X)	312.3	254.4	373.5	307.5
Columbus Monthly	50.8	52.5	155.8	150.9
Connecticut	96.0	93.1	271.7	262.9
D/Magazine, Dallas/Ft.Worth	116.6	128.8	323.9	352.3
Denver	25.3	19.0	81.5	96.2
Detroit Monthly	54.4	69.8	201.5	274.2
Grand Rapids	32.0	45.7	96.4	106.2
Gulfshore Life (10X)	118.0	103.0	341.0	315.0
Honolulu	55.8	55.1	162.8	162.8
Houston City	34.8	51.2	114.2	142.0
Louisiana Life (6X)	35.8	38.7	64.6	79.2
Madison	71.0	65.0	193.0	191.0
Metropolitan Detroit	63.7	97.0	160.0	280.3
Miami/South Florida	47.9	67.3	147.9	219.4
Mid Atlantic Country	35.0	47.3	106.3	106.1
Milwaukee	65.4	78.0	151.3	178.5
Minneapolis/St. Paul	130.7	93.2	272.5	259.5
Nashville	35.0	32.0	121.0	119.0
New England Monthly	32.0	31.8	96.0	99.8
New Mexico	16.8	14.5	85.6	72.0
Ohio	57.5	59.4	164.8	156.6
Oregon (6X)	44.0	—	44.0	—
Orlando	109.5	85.3	278.6	285.5
Palm Beach Life	105.7	94.1	309.2	290.1
Palm Springs Life	130.8	134.6	414.9	412.9
Philadelphia	134.7	128.3	375.3	352.1
Phoenix	81.0	111.8	228.1	305.6
Pittsburgh	67.3	66.0	178.0	159.7
St. Louis	50.6	54.3	139.7	120.5
San Diego	131.0	149.7	376.8	411.5
San Francisco Focus	73.3	91.3	223.8	234.8
Texas Monthly	113.0	122.7	255.1	401.2
Twin Cities	66.2	57.2	142.7	133.5
The Virginian (6X)	55.5	58.5	114.6	117.0
Washington (7X)	56.0	78.1	96.0	139.1
The Washingtonian	157.7	163.9	429.9	417.4
Total Group	3,537.4	3,673.7	9,029.2	9,576.3
% change		−3.7%		−5.7%
— Movie/romance/radio/tv —				
Macfadden's Women's Group:				
Modern Romances	27.7	24.5	71.4	61.6
Secrets	27.7	24.5	71.4	61.6
True Confessions	27.7	24.5	71.4	61.6
True Experience	27.7	24.5	71.4	61.6
True Love	27.7	24.5	71.4	61.6
True Romance	27.7	24.5	71.4	61.6
Sterling Women's Group:				
Daytime TV	24.2	23.8	72.6	73.4
Modern Screen (6X)	—	—	14.5	15.5
Movie Mirror (6X)	—	—	14.5	15.5
Soap Opera Stars (6X)	—	—	14.5	16.8
TV Movie Screen (6X)	—	—	7.3	8.3
TV Picture Life (6X)	—	—	1.0	4.3
Total Group	190.2	171.0	552.9	503.3
% change		+ 11.2%		+ 9.9%
— Music/entertainment —				
Audio	64.2	54.7	222.1	209.1
Dance Magazine	62.7	61.5	118.5	116.1
Playbill	44.5	40.6	119.9	130.1
Stereo Review	61.5	56.6	261.5	214.4
Video Magazine	68.7	62.0	224.5	222.3
Total Group	301.5	275.4	946.5	892.0
% change		+ 9.5%		+ 6.1%
— Outdoor & sport —				
Alaska	39.5	47.4	103.3	133.6
The American Handgunner(6X)	37.0	30.0	78.0	65.0
American Hunter	16.6	13.1	53.8	51.8
American Rifleman	25.9	21.5	73.5	65.6
Backpacker (6X)	26.9	21.8	53.8	44.9
Bass Master (10X) A.	108.7	98.3	264.0	240.3
Bicycling (9X)	101.1	68.0	170.7	176.5
Ducks Unlimited (6X)	21.8	29.5	39.1	58.0
Field & Stream	103.6	118.0	272.6	272.4
Fins & Feathers A.	38.3	40.2	128.2	138.6
Fishing World	71.4	79.6	111.7	112.7
Florida Sportsman	139.9	152.6	452.5	417.7
Flying	48.7	38.0	135.7	108.7
Golf Digest	96.2	78.2	300.0	309.0
Golf Magazine	76.9	55.4	316.9	321.2
Gun Dog (6X)	29.8	31.9	63.3	57.4
Guns	19.0	24.0	74.0	81.0
Guns & Ammo	36.3	46.8	111.0	142.1
In-Fisherman (6X)	—	—	145.0	103.0
Muscle & Fitness	123.3	117.0	343.2	319.7
Outdoor Life	92.7	95.0	254.5	244.2
Outside Magazine	52.1	45.3	117.8	113.8
Petersen's Hunting	30.0	30.0	104.8	120.1
Runner	25.7	34.2	75.6	84.7
Runner's World (13X)	41.2	30.2	93.3	83.8
Saltwater (8X)	116.0	111.7	404.4	392.1
Salt Water Sportsman	33.1	—	65.6	—
Shooting Times	34.6	32.8	110.9	128.3
Ski (8X) A.	53.7	42.6	215.9	209.1
Skiing (7X) A.	52.8	31.0	203.3	170.6
Skin Diver	90.4	82.4	293.8	265.6
Southern Outdoors (9X)	66.3	49.1	160.6	133.4
Sport	41.9	42.7	106.2	116.2
Sports Afield	86.0	79.8	311.8	228.8
Tennis	63.4	65.6	170.3	171.1
Waterski	60.0	40.8	60.0	40.8

(X) Represents the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads. * All affiliated with Sunday Mag/Net. except Los Angeles Times Magazine and New York Times Magazine.

All figures represented in this chart are supplied by the magazines. Advertising Age makes no attempt to verify them and, therefore, is not responsible for inconsistencies or errors.

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March

	Current month 1987	Current month 1986	Year-to-date 1987	Year-to-date 1986
Western Outdoors (10X)	53.4	78.1	140.8	178.2
Wildfowl (6X)	—	—	9.4	9.5
Wing & Shot	9.6	—	22.0	—
World Tennis	23.4	33.8	63.9	79.9
Total Group	**2,190.1**	**2,036.3**	**6,275.3**	**5,989.2**
% change		+7.6%		+4.8%
— Photography —				
American Photographer	31.0	38.3	86.4	109.3
Petersen's Photographic	23.5	24.1	69.6	67.4
Popular Photography	61.3	60.4	192.8	191.0
Total Group	**115.8**	**122.8**	**348.8**	**367.7**
% change		−5.7%		−5.1%
— Religious —				
Charisma	49.7	59.8	143.1	162.8
Christian Herald (11X)	29.0	29.2	84.7	92.9
Christian Life	24.6	33.3	74.8	83.5
Christianity Today (18X)	55.7	49.5	149.2	170.8
Ministries Today (6X)	—	—	—	—
Moody Monthly (11X)	47.3	58.2	119.6	155.9
Our Sunday Visitor (52X)	14.5	14.5	37.4	34.5
Today's Christian Woman (6X)	34.3	25.8	65.7	54.8
Total Group	**255.1**	**267.4**	**674.4**	**755.2**
% change		−4.6%		−10.7%
— Science/electronic/mechanic —				
Discover	46.2	37.4	140.2	99.6
Family Computing	48.3	43.5	155.3	132.1
Omni	57.0	55.3	162.3	158.6
Personal Computing	124.1	105.7	374.4	311.6
Popular Mechanics	87.5	94.2	251.7	266.3
Popular Science	64.5	65.3	199.2	209.4
Scientific American	33.4	28.7	105.2	94.2
Spectrum	57.4	102.8	206.8	286.3
Total Group	**518.4**	**532.9**	**1,595.0**	**1,558.3**
% change		−2.7%		+2.4%
— Woman/fashion/service —				
Bride's Magazine (6X) A.	581.9	525.2	581.9	525.2
Cosmopolitan A.	221.0	212.6	564.2	549.9
Essence	73.6	62.6	204.1	211.2
Family Circle (17X) A.	169.5	198.6	331.6	425.3
Glamour	221.4	217.4	501.1	466.7
Harper's Bazaar	224.0	211.4	413.8	397.5
Health	44.9	35.7	127.6	117.0
Ladies' Home Journal	111.4	130.8	278.6	332.7
Mademoiselle	204.3	146.1	390.1	295.5
McCall's	97.4	101.3	271.8	259.1
Military Lifestyle	45.6	29.2	139.9	123.0
Modern Bride (6X)	—	—	575.0	499.8
Ms.	52.5	38.8	107.9	112.5
New Woman	81.7	86.4	215.6	193.9
Parents Magazine A.	113.7	103.1	267.1	247.7
Redbook	100.4	116.4	266.4	279.1
Self	105.2	106.6	259.2	259.8
Seventeen	184.6	156.9	346.2	298.5
Shape	84.6	77.4	204.4	202.7
Soap Opera Digest (26X)	16.5	17.8	49.0	56.1
'Teen Magazine	48.5	43.9	130.2	107.7
True Story A.	49.5	52.0	137.8	146.6
Vogue	395.9	400.3	814.6	800.4
W Magazine	160.9	177.7	412.9	401.6
Woman (9X)	33.5	—	63.5	27.0
Weight Watchers	34.9	43.6	99.7	105.2
Woman's Day (16X) A.	174.5	182.7	385.7	371.3
Working Mother	90.4	73.0	224.6	193.4
Working Woman	96.9	111.9	253.2	276.3
Total Group	**3,801.1**	**3,659.2**	**8,617.8**	**8,282.5**
% change		+3.9%		+4.0%
— Youth —				
Boys' Life	21.3	23.3	47.8	51.9
Campus Life (10X)	60.1	67.5	136.3	155.9
Total Group	**81.4**	**90.8**	**184.1**	**207.8**
% change		−10.3%		−11.4%

February

	Current month 1987	Current month 1986	Year-to-date 1987	Year-to-date 1986
— Business/national —				
Barron's	180.6	170.2	337.8	318.6
Black Enterprise	107.0	108.1	149.0	164.7
Business Week (52X) A.	248.0	247.0	450.1	446.0
Dun's Business Month	31.5	35.2	54.3	77.5
Financial World (26X)	61.1	48.5	118.6	89.4
Forbes (26X)	184.8	169.7	380.5	381.2
Fortune (26X)	130.9	159.5	266.9	288.1
Frequent Flyer	51.7	54.1	104.3	104.4
Futures	45.8	42.0	87.8	85.5
High Technology	13.3	10.3	27.7	30.1
Inc. Magazine A.	81.8	64.0	139.6	133.1
Income Opportunities	97.8	78.9	97.8	78.9
Industry Week (25X) A.	63.1	66.5	120.1	124.6
Nation's Business (12X) A.	24.2	28.2	56.1	68.3
Personal Investor (6X)	40.0	—	40.0	—
Savvy	36.3	24.3	67.7	50.2
Venture	51.0	56.2	129.0	105.6
Total Group	**1,449.0**	**1,362.8**	**2,627.2**	**2,545.9**
% change		+6.3%		+3.2%
— Business/regional —				
Advantage-Nashville's Bus. Monthly	59.0	45.0	111.0	91.0
Arizona Bus. Gazette (52X)	28.9	21.9	60.2	58.1
Austin Bus. Journal (52X)	38.6	60.6	63.6	94.0
Baltimore Bus. Journal	58.2	44.6	149.3	85.7
Business Atlanta	46.6	46.1	95.4	95.8
Business First of Buffalo	62.3	52.9	109.8	97.9
Business First of Columbus	92.2	71.5	163.7	127.3
Business Journal-Milwaukee	117.1	123.6	198.4	194.1
Business Journal-Sacramento	51.2	33.2	94.0	69.6
Business North Carolina	34.5	35.2	64.7	68.7
Cincinnati Business Courier	94.3	64.7	187.2	113.2
Corporate Report Kansas City	16.8	26.3	35.6	64.8
Corporate Report Minnesota	56.0	66.0	126.0	136.0
Crain's Chicago Bus. (52X)	135.9	150.0	245.5	265.0
Crain's Cleveland Bus. (52X)	42.6	56.9	77.1	99.7
Crain's New York Bus. (52X)	26.8	27.8	44.4	51.2
Florida Trend (13X)	49.4	58.8	145.4	139.2
Georgia Trend	51.3	27.5	136.4	99.5
Grand Rapids Bus. Journal	35.0	27.2	72.3	50.1
Hawaii Business	36.7	39.8	79.7	74.8
Indianapolis Bus. Journal (52X)	103.3	119.0	219.1	236.6
Intercorp-Connecticut (26X)	70.4	83.0	143.9	144.5
Kansas City Bus. Journal	98.3	125.1	183.5	225.3
Los Angeles Bus. Journal	36.4	35.5	75.8	69.6
Manhattan Inc.	58.5	52.6	125.4	110.2
New England Bus. (20X) A.	43.8	70.8	81.2	118.8
New Orleans City Business	47.7	53.0	82.1	100.0
Pacific Bus. News (52X)	94.3	97.9	176.7	191.5
Philadelphia Bus. Journal (52X)	103.0	85.3	216.9	184.4
Pittsburgh Bus. Times (52X)	107.4	86.3	199.9	155.8
Providence Business News	54.6	—	102.4	—
Regardie's/Washington	167.7	135.0	256.5	222.5
San Diego Bus. Journal (52X)	36.4	26.8	58.2	46.4
San Jose Bus. Journal	57.7	48.6	110.3	104.3
South Florida Bus. Journal	79.2	114.6	150.5	211.5
St. Louis Bus. Journal (52X)	121.6	133.3	215.0	232.8
Texas Business	32.2	44.8	62.5	93.0
Total Group	**2,441.7**	**2,391.0**	**4,719.4**	**4,522.7**
% change		+2.1%		+4.4%
— National Sunday magazines —				
Parade (52X)	52.6	49.6	102.2	92.9
USA Weekend (52X)	37.4	45.8	75.6	97.1
Total Group	**91.0**	**95.4**	**177.8**	**190.0**
% change		−4.7%		−6.4%
— Newspaper Sunday magazines —				
Boston Globe	169.3	175.9	326.1	328.8
Chicago Tribune	71.8	79.6	144.9	124.5
Cleveland Plain Dealer	40.4	28.2	66.1	44.7
Columbus Dispatch	29.8	22.2	57.6	42.8
Detroit News	61.0	70.0	111.0	119.0
L.A. Times	44.7	56.9	87.0	109.1
Miami Herald	42.3	31.0	74.4	66.0
New York Times Magazine	203.3	222.2	388.1	396.4
Philadelphia Inquirer	58.0	53.0	91.0	91.0
San Francisco Image	43.7	49.8	71.8	92.1
Seattle Times	38.0	44.0	69.0	65.0
Toledo Blade Magazine	29.1	39.1	52.2	65.2
Washington Post	101.8	171.6	195.0	233.5
Total Group	**933.2**	**1,043.5**	**1,734.2**	**1,778.1**
% change		−10.6%		−2.5%
— Weeklies/bi-weeklies —				
The Advocate (26X)	108.7	114.9	229.7	236.0
Army Times Military Group:				
Air Force Times (52X)	149.8	170.9	286.3	297.9
Army Times (52X)	145.7	159.6	279.4	277.6
Navy Times (52X)	167.3	182.8	313.8	321.2
The Blood-Horse (52X)	696.0	404.7	1,140.6	939.4
Capper's Weekly (17X)	30.4	28.9	76.6	60.4
Commonweal (22X)	6.6	8.8	18.8	16.1
Golf World (43X)	83.7	78.7	171.0	159.5
Grit (52X) A.	29.9	24.3	74.5	48.6
National Journal (50X)	45.5	39.8	101.8	94.2
National Review (25X)	31.5	35.7	53.0	54.1
New Republic (48X)	28.8	34.6	54.4	59.1
New York Magazine (50X)	206.7	203.3	342.5	330.4
New Yorker	187.8	177.3	318.4	310.1
Newsweek (52X) A.	196.3	175.3	328.0	322.7
People (52X)	230.5	238.3	421.3	433.0
Rolling Stone (25X)	105.9	103.3	170.8	154.8
Sporting News (52X)	47.0	84.1	88.8	118.2
Sports Illustrated (52X) A.	232.3	279.9	376.9	436.8
Time (52X) A.	182.9	178.0	319.5	345.2
Travelhost (52X) C.	2,810.0	2,830.0	5,535.0	5,539.0
TV Guide (52X) A.	353.1	369.4	697.4	684.4
TV Update (52X) C.	2,192.0	2,099.0	4,376.0	4,188.0
Us Magazine (26X)	36.2	44.5	59.0	68.5
U.S. News & World Report (52X) A.	118.2	118.6	195.2	206.1
Total Group	**8,420.7**	**8,184.6**	**16,028.6**	**15,701.3**
% change		+2.9%		+2.1%
— Foreign —				
Business Week Int'l (52X)	65.2	86.2	129.8	156.5
De Armas Publications:				
Geomundo:				
Central America	3.0	3.0	7.0	5.0
Chile	3.0	3.0	7.0	5.0
Colombia	9.0	7.3	17.0	12.3
Ecuador	3.0	3.0	7.0	4.0
Mexico	4.5	1.5	10.0	5.0
Peru	2.0	2.0	5.0	3.0
Puerto Rico	6.0	2.0	10.0	3.0
U.S.	1.7	2.7	4.3	8.3
Venezuela	10.0	7.0	19.0	13.0
Hombre De Mundo:				
Central America	4.0	7.0	7.0	11.0
Chile	4.0	7.0	7.0	9.0
Colombia	6.5	11.8	11.0	19.3
Ecuador	5.0	5.0	7.0	9.0
Mexico	7.5	6.5	12.5	8.0
Peru	3.0	4.0	4.0	5.0
Puerto Rico	6.0	4.0	7.0	6.0
U.S.	6.7	3.7	14.7	10.3
Venezuela	13.0	14.0	22.0	23.0
Ideas Para Su Hogar:				
Colombia	6.5	9.0	11.5	15.7
Ecuador	—	1.0	2.0	1.0
Mexico	5.3	1.0	5.8	2.0
Peru	4.5	1.0	8.5	2.0
U.S.	4.0	3.0	9.0	6.0
Venezuela	2.0	8.5	5.0	14.0
Mecanica Popular:				
Argentina	9.2	—	15.3	3.7
Central America	9.2	9.2	17.3	15.7
Chile	4.2	7.0	6.3	9.3
Colombia	14.2	16.8	28.8	30.7
Mexico	11.7	8.0	23.3	14.2
Peru	10.7	10.5	17.3	15.3
Puerto Rico	6.7	6.7	13.3	12.2
U.S.	3.7	5.3	8.3	13.2
Venezuela	9.2	9.5	17.8	17.3
Vanidades Continental:				
Central America	7.7	11.8	10.3	15.0
Chile	1.7	4.3	3.3	4.7
Colombia	30.3	37.2	50.3	51.2
Ecuador	13.0	21.0	16.0	26.0
Mexico	40.0	31.2	68.2	55.5
Peru	10.8	4.0	21.7	12.3
Puerto Rico	29.7	25.2	42.8	38.3
U.S.	38.8	34.8	68.3	58.7
Venezuela	21.7	28.5	37.3	44.8
Hearst International:				
Buenhogar:				
Central America	1.0	—	1.0	2.0
Chile	1.0	1.0	2.0	2.0
Colombia	10.3	16.0	25.8	31.2
Ecuador	5.0	12.0	10.0	18.0
Mexico	21.0	18.8	34.0	28.7
Peru	5.5	1.0	12.5	6.0
Puerto Rico	—	6.5	1.2	14.0
U.S.	14.5	28.7	30.0	41.8
Venezuela	12.3	17.3	22.8	30.7
Cosmopolitan en Espanol:				
Central America	6.0	4.0	7.0	4.3
Colombia	5.0	9.2	10.5	12.5
Mexico	18.3	14.8	30.5	21.7
Puerto Rico	15.8	6.7	22.8	11.2
U.S (Spanish language)	19.5	16.5	32.7	29.7
Venezuela	11.0	15.0	17.0	19.3
Cosmopolitan Foreign:				
Australia	36.4	41.8	95.6	94.3
Brazil	37.7	45.0	123.6	96.3
China	30.5	23.3	63.7	53.7
France	71.5	55.5	104.2	90.5
Germany	78.8	67.0	126.5	121.2
Great Britain	57.0	63.5	112.0	114.5
Greece	20.0	22.0	63.0	65.0
Holland	28.0	33.0	56.0	57.0
Italy	42.7	34.2	66.2	58.2
Japan	28.2	35.6	75.2	126.1
South Africa	60.0	74.0	114.0	74.0
Good Housekeeping:				
Australia	24.0	52.5	42.8	52.5
Great Britain	82.8	82.5	170.3	169.2
Johnston International:				
Akam Attijarat	26.0	27.7	43.7	49.0
Far East Business	26.3	35.5	26.3	35.5
Modern Africa (6X)	10.2	13.3	10.2	13.3
Latin America Finance (6X)	—	—	14.2	19.2
Newsweek International A.:				
Atlantic (52X)	44.3	56.9	92.4	105.8
Latin America (52X)	22.6	21.1	39.8	42.0
Pacific (52X)	38.5	45.3	74.2	87.4
Progreso (9X)	10.3	7.0	10.3	7.0
Reader's Digest:				
Arabic	3.0	3.0	9.0	9.0
Asian	124.0	221.0	350.0	558.0
Australian	37.0	46.3	69.0	80.3
Belgian-Flemish	34.0	41.0	49.0	74.5
Belgian-French	21.5	27.5	36.0	55.0
British	40.0	44.7	74.9	87.0
Chinese B.	87.0	108.0	180.0	239.0
Danish	28.5	28.0	47.5	50.5
Dutch	34.5	18.3	60.5	46.3
Finnish	21.0	54.0	29.0	60.0
French	14.5	20.0	29.8	28.5
German	60.3	62.6	125.6	107.9
Iberian	1.0	0.5	1.0	0.5
Indian-English	76.0	101.0	146.0	175.5
Indian-Hindi	9.0	14.0	26.0	20.0
Italian	42.5	37.0	71.5	60.5
Korean	32.0	24.8	56.8	53.6
Latin American:				
Argentina	13.5	7.5	22.5	15.5
Brazil	—	6.0	—	12.0
Central American	3.0	4.0	8.0	7.0
Chile	26.0	9.5	30.0	21.5
Colombia	27.0	20.0	47.0	40.0
Ecuador	2.0	5.0	6.0	10.0
Mexico	43.2	34.1	69.4	52.2
Peru	3.0	6.0	8.0	13.0
Puerto Rico	3.0	6.0	7.0	9.0
U.P.B.	3.0	6.0	6.0	11.0
U.S. Spanish	5.5	5.0	11.0	8.5
Venezuela	5.0	6.5	8.0	13.0
New Zealand	33.5	50.5	95.0	127.5
Norwegian	6.5	4.0	17.0	6.5
Portugal	22.5	18.5	51.0	76.5
South African	67.0	75.0	136.5	132.0
Swedish	9.0	9.5	13.0	22.5
Swiss-French	22.0	24.0	39.0	35.0
Swiss-German	30.0	27.0	48.0	49.0
Time International:				
Time-Asia	31.0	58.5	66.5	99.4
Time-Atlantic	50.4	54.8	85.8	93.3
Time-Canada	128.1	151.6	249.1	270.0
Time-Latin America	18.0	34.9	34.4	62.1
Visao (52X)	93.0	123.0	190.0	269.3
Vision/Latin America (26X) A.	14.4	23.7	26.8	31.6
Total Group	**2,705.3**	**3,101.6**	**5,236.6**	**5,793.5**
% change		−12.8%		−9.6%